

LA CITY OFFICE OF THE CITY CLERK PROPOSAL:

**“Capacity Building and Leadership Training for Los Angeles Business Improvement Districts”  
QUALIFICATIONS**

Farzana Nayani

Founder/CEO

Manazil Management, LLC

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Background and Services:

[www.farzananayani.com](http://www.farzananayani.com) - Farzana Nayani - Consultant, Content Designer, Trainer

[www.manazilmanagement.com](http://www.manazilmanagement.com) - Branding and Communications Strategy Services Firm

Farzana Nayani, Trainer and Consultant

Founder/CEO of Manazil Management, LLC

Farzana Nayani ([www.farzananayani.com](http://www.farzananayani.com)) has worked closely with community non-profit organizations and small business owners for 10 years, designing modules and conducting programs and trainings geared at supporting economic development and providing technical assistance within the Los Angeles region. Affiliated with the U.S. Small Business Administration, she has worked with a local small business development center (SBDC) based in Downtown Los Angeles for over 6 years and has assisted over 400 small business clients of diverse backgrounds throughout Los Angeles, providing individual counseling and business coaching on the topics of business planning, marketing, access to capital, and community outreach. Farzana was formerly Programs and Membership Director of the Los Angeles-based chamber of commerce entitled the Asian Business Association, where she created informational programs and skills trainings for entrepreneurs and small business owners on how to do business with government and corporations and engage within their local Business Improvement Districts. Farzana Nayani holds a Master’s Degree in Communication and Management from the University of Hawai’i at Manoa and has been featured in DiversityInc and Forbes magazines. She is the founder of Manazil Management, LLC, ([www.manazilmanagement.com](http://www.manazilmanagement.com)) a boutique firm based in Los Angeles that provides support to small businesses and non-profit organizations around leadership training and digital communications.

Diyana Mendoza-Price, Curriculum & Graphic Designer

Manazil Management, LLC

Diyana Mendoza-Price has extensive experience creating presentations and informative content targeted towards community members on leadership and capacity-building for individuals and group audiences. Designed for demographically diverse stakeholders and the general public, Diyana’s curriculum development and workshop delivery approaches have been utilized to spearhead programs for various non-profit organizations in Los Angeles. Diyana’s communications pieces and publications have been successful in creating community engagement in trainings around leadership, technical assistance, and capacity-building programs throughout the Los Angeles region.

Ann Chen, Digital Content Manager  
Manazil Management, LLC

Ann Chen is an experienced marketing and communications professional with a passion for creating campaigns, strategy and branding that delivers results to diverse groups. Ann has worked in a team of 13 marketing professionals as director of social media and has experience creating digital content that is accessible, informative, and reaches wide audiences. Within her role as Digital Content Manager, she delivers content in an engaging and sustainable way by creating linkages to online platforms via web and social media channels.

REFERENCE:

Joel Jacinto, Commissioner, City of Los Angeles Board of Public Works  
Email: joel.jacinto@lacity.org | Phone: 213-978-0253

Small Business / Economic Development – Recognition:

<http://bakitwhy.com/articles/sipas-asian-pacific-islander-small-business-program-receives-national-and-congressional>